

## CLAIMS

What is claimed is:

1. An interactive method for generating a supplementary, program-related output, comprising:

5 obtaining a programming signal;

obtaining a supplementary, program-related data signal;

combining said programming signal and said supplementary, program-related data signal into a broadcast signal;

broadcasting said broadcast signal from a program signal source;

10 receiving said broadcast signal;

performing said programming signal of the received broadcast signal with reproduction equipment for an audience;

storing said supplementary, program-related data signal of the received broadcast signal on a portable storage media;

15 enabling retrieval of rewards data corresponding to products or services by accessing said stored supplementary, program-related data signal from said portable storage media; and

selecting a reward from said retrieved rewards data.

20 2. The interactive method of claim 1, wherein said supplementary, program-related data signal includes all data necessary to produce a human-perceptible output.

3. The interactive method of claim 2, further comprising the step of authorizing eligibility for said selected reward based on said stored supplementary, program-related data signal.

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4. The interactive method of claim 3, further comprising the step of storing validation indicia on said portable storage media, said validation indicia corresponding to a validation of the selected reward.

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5. The interactive method of claim 4, wherein said selecting step comprises displaying said retrieved rewards data on a human-perceptible display.

6. The interactive method of claim 5, wherein said human-perceptible output produced from said reward data signal is a discount coupon.

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7. The interactive method of claim 4, further comprising the step of displaying at least a portion of said stored supplementary, program-related data on a display device remote from said reproduction equipment.

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8. The interactive method of claim 7, wherein said authorizing eligibility step comprises a step of comparing said stored supplementary, program-related data to said selected reward to determine compatibility and, if compatibility is determined, storing said validation indicia on said portable storage media.

9. The interactive method of claim 8, wherein said authorizing eligibility step comprises a step of comparing said stored supplementary, program-related data to said selected reward to determine compatibility and, if compatibility is determined, printing a discount coupon corresponding to said selected reward.

10. The interactive method of claim 7, wherein said remote display device comprises a personal computing device.

11. The interactive method of claim 7, wherein said remote display device comprises a public computing device.

12. The interactive method of claim 9, further comprising the step of deleting data from said portable storage media for preventing access to multiple occurrences of said selected reward upon one of the printing of a discount coupon and the storing of the validation indicia.

13. The interactive method of claim 12, wherein said selecting step comprises using said stored supplementary, program-related data signal to access information through the Internet.

14. A system for generating a supplementary, program-related output, comprising:

means for obtaining a programming signal;

means for obtaining a supplementary, program-related data signal;

means for combining said programming signal and said supplementary,  
program-related data signal into a broadcast signal;

5 means for broadcasting said broadcast signal from a program signal source;

means for receiving said broadcast signal;

means for performing said programming signal of the received broadcast signal  
with reproduction equipment for an audience;

means for storing said supplementary, program-related data signal of the  
10 received broadcast signal on a portable storage media;

means for enabling retrieval of rewards data corresponding to products or  
services by accessing said stored supplementary, program-related data signal from said  
portable storage media; and

means for selecting a reward from said retrieved rewards data.

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15. The system of claim 14, wherein said supplementary, program-related data  
signal includes all data necessary to produce a human-perceptible output.

16. The system of claim 15, further comprising means for authorizing eligibility  
20 for said selected reward based on said stored supplementary, program-related data  
signal.

17. The system of claim 16, further comprising means for storing validation

indicia on said portable storage media, said validation indicia corresponding to a validation of the selected reward.

18. The system of claim 17, wherein said selecting means comprises means  
5 for displaying said retrieved rewards data on a human-perceptible display.

19. The system of claim 17, further comprising means for displaying at least a portion of said stored supplementary, program-related data on a display device remote from said reproduction equipment.

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20. The system of claim 19, wherein said remote display device comprises a personal computing device.

21. An interactive method for generating a supplementary, program-related  
15 output based on a broadcast signal which is a combination of a programming signal and a supplementary, program-related data signal, said method comprising:

receiving said broadcast signal;

performing said programming signal of the received broadcast signal with reproduction equipment for an audience;

20 storing said supplementary, program-related data signal of the received broadcast signal on a portable storage media;

enabling retrieval of rewards data corresponding to products or services by accessing said stored supplementary, program-related data signal from said portable

storage media; and

selecting a reward from said retrieved rewards data.

22. A system for generating a supplementary, program-related output based  
5 on a broadcast signal which is a combination of a programming signal and a  
supplementary, program-related data signal, comprising:

means for receiving said broadcast signal;

means for performing said programming signal of the received broadcast signal  
with reproduction equipment for an audience;

10 means for storing said supplementary, program-related data signal of the  
received broadcast signal on a portable storage media;

means for enabling retrieval of rewards data corresponding to products or  
services by accessing said stored supplementary, program-related data signal from said  
portable storage media; and

15 means for selecting a reward from said retrieved rewards data.

23. A signal for interactively generating a supplementary, program-related  
output based on a broadcast signal which is a combination of a programming signal and  
a supplementary, program-related data signal, comprising:

20 providing for receiving said broadcast signal;

providing for performing said programming signal of the received broadcast  
signal with reproduction equipment for an audience;

providing for storing said supplementary, program-related data signal of the

received broadcast signal on a portable storage media;

providing for enabling retrieval of rewards data corresponding to products or services by accessing said stored supplementary, program-related data signal from said portable storage media; and

5 providing for selecting a reward from said retrieved rewards data.